



Will someone  
please tell me  
what a person  
computes

Someone  
me exactly  
personal  
er can do?





There are more people in more places doing more things with Apples than any other personal computer in the world. Most of them had never touched a computer before.

So it's more than likely that, whoever you are and whatever you do, you could use an Apple, too. Just a few possibilities:

**1.** Send letters at the speed of light. As opposed to the speed of the U.S. Mail.

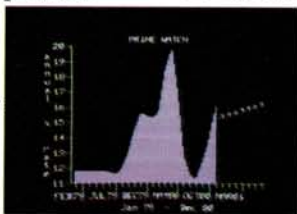
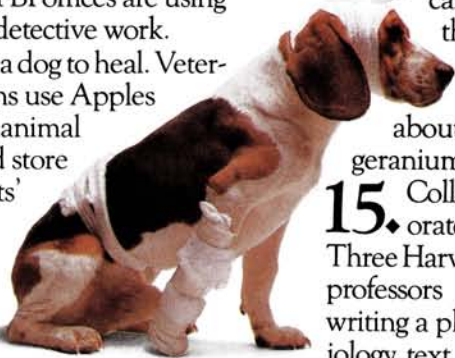
**2.** Talk with the animals. Specifically, the marine animals. Dr. John Lilly is doing just that in experiments with dolphins. Any day now, they may talk back.

**3.** To catch a thief, and other malefactors, several police departments and FBI offices are using Apples for detective work.

**4.** Teach a dog to heal. Veterinarians use Apples to diagnose animal diseases and store their patients' medical histories.

**5.** Keep up with the Dow Joneses, summoning stock quotes and news, evaluating investment options.

**6.** Or train a horse. Darrell Vienna uses his Apple to keep veterinary and racing statistics for an entire stable.



uses an Apple and a mannequin to teach CPR.

**11.** Calm your mind. Bendo Kagawa, a Zen priest in Japan, uses his Apple to help people meditate.

**12.** Or read a mind. At the University of California's Davis campus, an Apple is "teaching" ESP.

**13.** Draw your own conclusions. Bloomingdales uses Apple Business Graphics to see what's in store for

the future. And Bell & Howell uses them to get a better picture for corporate planning.

**14.** Bob Walt's Apple at Smithers-Oasis can tell you everything you ever wanted to know about growing geraniums.

**15.** Collaborate. Three Harvard professors writing a physiology text use their Apples to exchange chapters by phone, and report that word processing is

**7.** Test your wings. Rutan Engineering uses Apples to design experimental aircraft.

**8.** Or learn to fly. Cockpit simulators cost millions, but you can "fly" an Apple with a program that costs just \$40.

**9.** Make a better impression. U.S. Lithograph does by typesetting directly from an Apple, dramatically reducing both printing costs and errors.

**10.** Save a life. The American Heart Association

healthier than typing and re-typing. **16.** Although he never could get it to change diapers, Edward

AS BABY BEGINS CRYING, VOICE SYNTHESIZER (A) RELAYS THE SIGNAL TO APPLE (B). THE COMPUTER RELEASES HUNGRY MOUSE (C) WHO LEAPS UPON CHEESE-LADEN PLATFORM (D) PUSHING BICYCLE PUMP HANDLE DOWN. AIR-POWERED DOGBONE TOSSE (E) IS ACTIVATED AND THE EXCITED DOG (F) BEGINS ROCKING CRADLE. BABY IS LULLED TO SLEEP. OF COURSE, EDWARD ADLER ACHIEVED THE SAME RESULT WITH A SOMEWHAT SIMPLER DESIGN.



Adler rigged his Apple to rock his baby's cradle every time she cried.

**17.** Apples are helping sell cars at Tom Masano Motors in Reading, PA, with cash flow and inventory programs that make lean times more liveable.

**18.** And they're helping fix cars at RPS Automotive in L.A. where they specialize in customizing Porsches for the unashamedly wealthy.

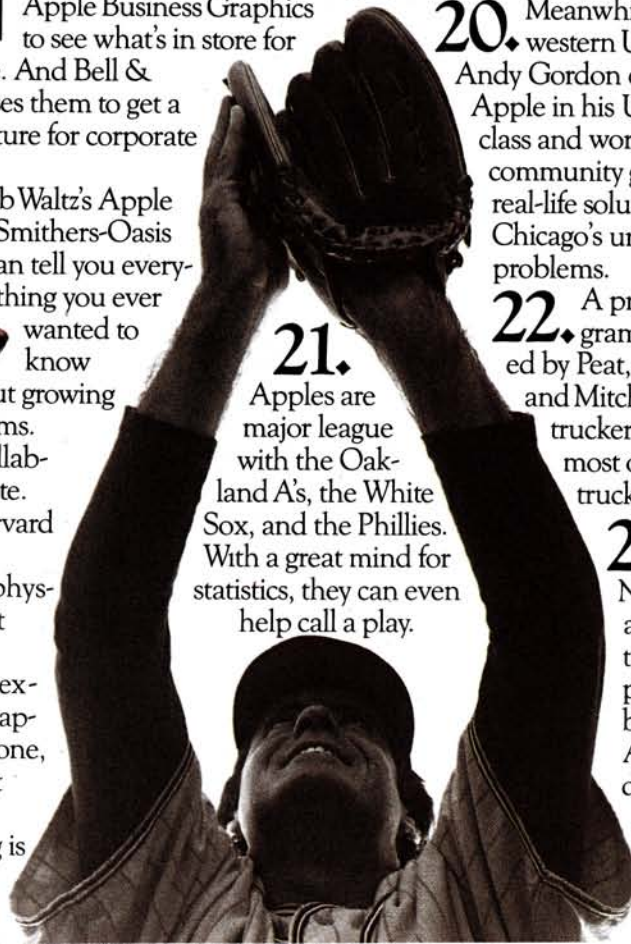
**19.** Getting physical, Steven Kamm at South Oklahoma City Junior College reports course completions up 12% after introducing an Apple to his physics classes.

**20.** Meanwhile, at North western University, Andy Gordon enrolled an Apple in his Urban Affairs class and works with community groups to find real-life solutions for Chicago's urban problems.

**22.** A pricing program developed by Peat, Marwick and Mitchell helps truckers get the most out of a truckload.

**23.** Nike gets a jump on their competition by using Apples to design better running shoes.

**21.** Apples are major league with the Oakland A's, the White Sox, and the Phillies. With a great mind for statistics, they can even help call a play.





**24.** Contractors are getting all kinds of constructive advice from Apples, with job costing and analysis programs customized for their industry.



**25.** And architects can sketch new designs on Apples with the kind of programs once available only

on million dollar systems.

**26.** When he's not working on stocks or taxes, the chairman of a major aerospace firm uses his Apple to predict the winner of the Mazatlan Regatta.

**27.** An Apple called every play in The Greatest Baseball Game

That Never Was, broadcast by over 300 radio stations and realistically announced by Jack Buck and Lindsey Nelson. Fans who tuned in mid-inning were startled to hear Babe Ruth going to bat against Sandy Koufax.

**28.** You can even get hitched with an Apple. Reverend Ron Jaenisch added a voice synthesizer to his so it can perform the wedding ceremony.

**29.** If you'd just like to work out, several health clubs use Apples to tell you how many push-ups you owe yourself. And how many dollars you owe them.

**30.** Getting into serious training, companies are using Apples to teach everything from photocopier repair to advanced optics.

**31.** Biomechanics Labs uses an Apple to figure out just how much of a marathon a runner can

take, contributing hard data to sports medicine.



**32.** A high-flying Apple on the Space Shuttle monitored experiments on plant growth in a weightless environment.

**33.** While a down-to-earth Apple helped the Shuttle aim its experimental imaging radar system.

**34.** And yet another helps Rockwell International engineers determine how the Shuttle should be loaded to keep its center of gravity centered.

**35.** A psychologist is using Apple's color graphics to teach people relaxation and self-hypnosis.

**36.** Every body banks on computers. But the Bank of Louisville uses Apples for more personalized service and faster approvals on loans.

**37.** You can make April 15th less taxing with tax preparation packages customized for several states.

**38.** At Checkers Pub in London, an Apple makes sure there are enough bitters, bangers and mash to go 'round.

**39.** At Domain Chandon, they use Apples to help pick which grape harvests will make their fine wines sparkle.



**40.** While at the Center for Brewing Studies, an Apple tests new beer recipes.

**41.** And in Washington, they're using Apples to grow hops.

**42.** You can perfect your pitch with an Apple, learn to read music and, that done, start writing it yourself.

**43.** In fact, Herbie Hancock uses one for all that jazz. It lets him use one keyboard for an incredible variety of sounds.

**44.** Todd Rundgren used his Apple not just for great sound, but to write another kind of hit — a program that makes spectacular color graphics easy with Apple's Graphics Tablet.

**45.** Earth, Wind and Fire use an Apple for fire. It sets off flash pots and explodes little bombs on stage during the rock group's pyrotechnic performances.

**46.** The Grateful Dead use Apples for everything from standard accounting and scheduling to controlling their sound systems.

**47.** And Santana's Apple has inside info on major auditoriums throughout the U.S. — stage sizes, door heights, power sources, etc. — which saves weeks of logistics work when they go on tour.



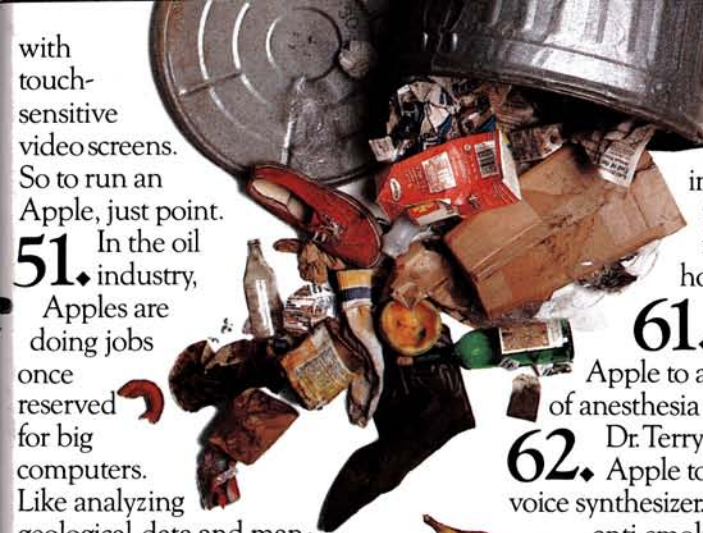
**48.** On a more classical note, the San Francisco Concert Orchestra uses theirs for something

just as important as staying in key: keeping their books in harmony.

**49.** Farmers everywhere are fast-growing users of Apples, thanks to ready-to-use agribusiness programs on everything from soil fertility to hog breeding.

**50.** At the World's Fair in Knoxville, 35 Apples are running U.S. Commerce Dept.'s energy exhibit





with touch-sensitive video screens. So to run an Apple, just point.

**51.** In the oil industry, Apples are doing jobs

once reserved for big computers. Like analyzing geological data and managing offshore drilling platforms.

**52.** Take in the trash. In Ft. Lauderdale, an Apple helps collect the garbage, scheduling pick-ups and keeping track of equipment.

**53.** Knit one, compute two... a German firm is using Apples to create new sweater patterns.

**54.** In Sun/Tronics' Home of the Future, Apples control the environment, monitor security and tell you what's for dinner.

**55.** William McClintic is using one to measure the performance of the new super-efficient Aeolian wind turbine.

**56.** Daryl Faud's Apple sifts through hundreds of bacteria strains helping in experiments with recombinant DNA.

**57.** If you're loyal, helpful, kind and own an Apple, you can now earn a Computer Merit Badge from the Boy Scouts of America.

**58.** Since tractors have to run before they can crawl, Caterpillar uses an Apple to test engines.

**59.** Doctors are making their practices perfect with ready-to-use Apple programs for billing, insurance and office management.

**60.** At St. Paul's Children's Hospital, there's one Apple for every bed in the intensive care unit, freeing nurses for more important work. Like holding hands.

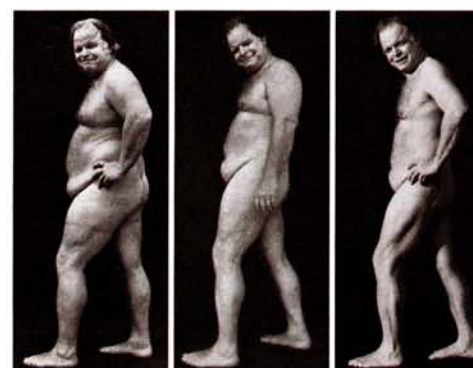
**61.** In Tucson, Michael Lamb has adapted an Apple to automate the vital job of anesthesia monitoring in surgery.

**62.** Dr. Terry Pundiak taught his Apple to talk with a text-to-voice synthesizer. Appropriately, it gives anti-smoking lectures. Since Apples never smoke.

**63.** Other talking Apples are reading to the blind in experimental programs.

**64.** Apples can learn to listen, too, making life a little easier for severely handicapped people by

carrying out simple voice commands. **65.** Apples arrived in China shortly after Coca Cola.® A Beijing



professor uses his for laser experiments. And a Shanghai physician's helps speed diagnosis of liver cancers.

**66.** Dr. Michael Rumelt uses an Apple to find glaucoma patients who would most benefit from surgery.

**67.** Psychologist John McPhee developed an Apple program to analyze Rorschach Tests, otherwise known as inkblots. What do you think

it means? **68.** Make a dragon fly. Or a horse run. Apples make computer animation affordable. Colossal Pictures

used one to create the exquisite title sequences in *The Black Stallion* and *One From The Heart*.

**69.** In Montreal, a weather-forecasting Apple at radio station CJAD will tell you what roads are clear of snow. Or, more importantly, which ones aren't.





**70.** Lose 200 pounds of ugly fat. Apple's Diet Analysis can help up to 10 family members

eat smarter.

**71.** On the other hand, one Apple diskette can hold 500 recipes for homemade ice cream. Or anything else you've got cooking.

**72.** Drexel-Heritage uses an Apple to furnish the paper work that goes with making fine furniture.

**73.** If your credit cards are warm to the touch and ready to self-destruct, try Apple's Personal Finance Manager.

**74.** Improve *Life* and save *Time*. Both magazines use Apples in their national circulation departments.

**75.** With over 300 agents using Apples, E.F. Hutton Life custom-tailors insurance programs in minutes instead of days.

**76.** Most writers have trouble with anything more technical than an elevator. But many are trading their typewriters for Apples. With Apple Writer, editing is painless and the computer does all the typing.

**77.** Speaking of write and wrong, Apple's Goodspell will "look up" every word in a document and point out the misspelled ones.

**78.** Get a chip off your mind. Micro-electronics engineers are using Apples for circuit design.

**79.** Or get in the chips by writing a hit disk. A high school student in Orinda, CA made \$50,000 designing games on his Apple.

**80.** Speaking of games, an Apple can play more of them than any computer outside the Pentagon. So you can stage your own World Series or Super Bowl with stars whose performance is based on their career averages.

**81.** Or chase the Bismarck across the North Atlantic or the Graf Spee up the coast of South America in chill-

ingly realistic strategic simulations.

**82.** Or match wits with the most sophisticated computer chess programs commercially available.

**83.** Or outwit the programmer-trolls who've created worlds of dungeons, dragons, magic spells and incantations.

**84.** Or play golf, poker, pool, pinball or your favorite arcade games, with far more strategic sophistication, thanks to Apple's ample memory, than any home video game.

**85.** Back to business, you can organize your own customer list with

Apple's Mail Manager. It can handle up to 5,400 names and addresses.

**86.** With Apple QuickFile™ software, you can store up to 200 files on a single 5¼" floppy disk and retrieve the information you want in seconds.

**87.** For even bigger jobs, you need ProFile,™ Apple's hard disk storage system. It can hold about 2,400 double-spaced pages or 30,000 names and addresses.

**88.** Learn something. More educational programs run on Apples than PBS. The top ten educational publishers are now writing courseware

for Apples to compliment their textbooks.

**89.** Or teach something. With Apple's course design software, teachers with no prior computer experience are writing their own educational programs.

**90.** Or make programming a child's play, even for adults. With Apple Logo,™ the first computer

language designed specifically to teach programming. It's simple enough for first graders yet powerful enough for professionals.

**91.** Or run the

whole school.

Several Apples have been sent to the principal's office. To keep records and handle finances.

**92.** Or take the SchoolBus™ (available Spring '83), a system allowing classroom Apples to share the same program, significantly cutting costs.

**93.** On a different track, the Sports Car Club of America's San Francisco office now uses an Apple to keep up with

race results and way ahead of paper-work.

**94.** An Apple helped the city of Des Moines welcome Pope John Paul during his last U.S. visit, planning being one of its cardinal virtues.

**95.** Assumption Church in Omaha and St. Ann's in Palo Alto, CA are just two of the growing number of churches using Apples for everything but inspiration.

**96.** Of course, if it's inspiration you seek, you can now read the Bible on an Apple.

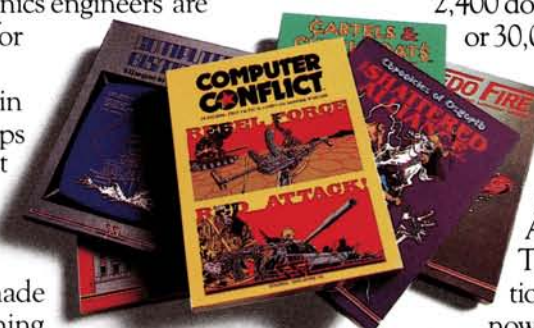
Not only that, but you can cross reference passages six ways to Sunday.

**97.** Fire departments use Apples to keep track of equipment and hydrant locations. So they can make decisions with blazing speed.

**98.** David Curtis of Minneapolis is a seeker of truth. So he turned his Apple into a lie-detector.

**99.** Some small businesses may be too small to profit from an Apple. But not Wade Harris'. He's a chimney sweep in Ellicott City, MD.

**100.** Floyd Berghout of Utah came up with one of the best applications yet for an Apple: understanding his 14-year-old son.



The most personal computer.





# Will someone please tell me more?

We've prepared two new text books that explain what personal computers are all about and how they can help you do what you do.

The 56-page *Personal Guide to Personal Computers* is an excellent general introduction. It'll make you feel comfortable in any computer store and at several cocktail parties.

The 56-page *Personal Computers in Business*, as the title hints, shows you how a personal computer

can help you run your own business or manage part of one.

Both books take you from defining your real needs to becoming a canny computer shopper.

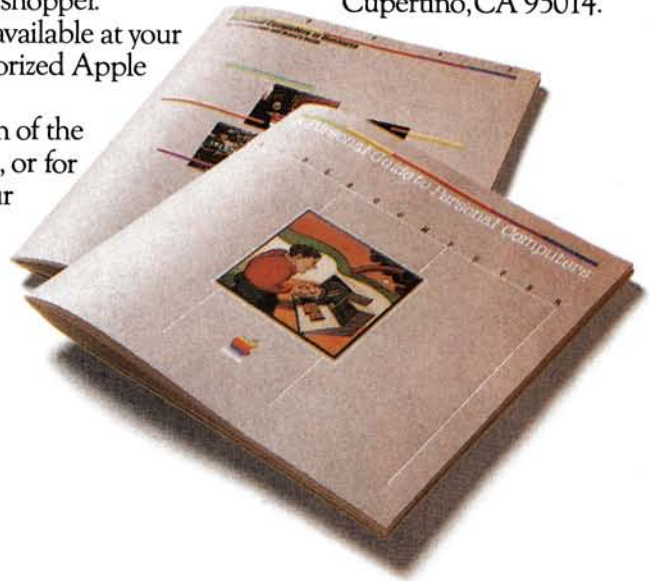
And both are available at your participating authorized Apple dealer.

For the location of the dealer nearest you, or for information on our National Account

Program, call (800) 538-9696.

In California, (800) 662-9238.

Or write: Apple Computer Inc., Dept. C, 20525 Mariani Ave., Cupertino, CA 95014.



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